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FOR IMMEDIATE RELEASE

Town of Addison to Open *Visit Addison* At Village on the Parkway

*New innovative facility will house the Town's Visitors Services Department along
with an Artisan Center, plus new offices for the Metrocrest Chamber of
Commerce*

The Town of Addison is set to begin construction on *Visit Addison*, a new innovative center that brings tourism, economic development and the visual arts together in a single dynamic, flexible storefront space.

"It's really a departure from anything that comes to mind when one uses the term, 'municipal facility,'" says Addison City Manager Ron Whitehead, "but *Visit Addison* represents the things that Addison values – service, community, art, culture, education, commerce."

Conveniently located at in the Village on the Parkway retail center at the Dallas North Tollway and Belt Line Road, *Visit Addison* will open in two phases, with the initial build-out scheduled for completion in November. The first phase will house the town's Visitor's Services Department as well as offices for the Metrocrest Chamber of Commerce.

The second phase is scheduled to open in early 2011 and will contain a walk-in visitor information center and also become the new home of an interactive artisan attraction, the Craft Guild. The space will feature a large flexible area for meetings, gatherings and exhibitions. Plans also call for a retail space and

separate artisan studios for demonstrations and classes conducted by local craftspeople.

For guests from across North Texas and throughout the country, Addison's reputation as home to more restaurants per capita than any city in the US along with the increasing national visibility of its special events make the town a recognized entertainment destination. With over 170 restaurants and 22 hotel properties in less than 4.4 square miles, a number of corporate headquarters as well as its central DFW location, Addison anticipates continued growth in the corporate and leisure visitor sectors.

Village on the Parkway was selected because of the role the center plays as Addison's signature retail destination, and because of its location at the North Dallas Tollway and Belt Line Road, the heart of the Addison-North Dallas Corridor. City officials anticipate that *Visit Addison* will serve as a resource to visitors not only to Addison but to the broader North Dallas area.

"First and foremost, *Visit Addison* will provide a place for people to come for information about Addison's hotels, its restaurants, and its attractions, explains Whitehead. "Whether you live nearby or across the country, you'll want to begin your Addison adventure here!"

Visit Addison!

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